

Rep Order#	6839845	Ver#	1	Status	New	Traffic Order#	08/09/2012 3:07 PM
							Printed:
							1 of 3

**Last Received:** 08/08/2012 4:54 PM

### Showing Buylines: All Lines

<b>Station</b>	WAVY-TV NORFOLK, VA.	<b>Agency</b>	( ) AMERICAN MEDIA & ADVOCACY GROUP	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) RIGELL FOR CONGRESS		815 SLATERS LANE	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	SCOTT RIGELL		ALEXANDRIA, VA 22314	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Estimate#</b>	2725	<b>Agency C/P1/P2/E</b>	128/216/2725	<b>Salesperson Phone#</b>	215-567-6005
<b>Buyer</b>	Ben Angle	<b>Flight Dates</b>	08/21/2012 - 08/27/2012	<b>Salesperson FAX#</b>	215-567-5938
<b>Phone#</b>		<b>Hiatus Weeks</b>			
<b>Fax#</b>					

**-- CONTRACT COMMENT --**

CLIENT: RIGELL FOR CONGRESS SC=\*

## -- REMARKS --

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$9075  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) RIGELL FOR CONGRESS  
Product SCOTT RIGELL  
Estimate# 2725  
Buyer Ben Angle  
Phone#  
Fax#

Agency (    ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 128/216/2725  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	M	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/27-08/27	1	1	1	\$900.00	
	Rating: 4.4											
	15	TU	6P-630P	6PM NEWS	:30	\$1,500.00	08/21-08/21	1	1	1	\$1,500.00	
	Rating: 6.9											
	18	SA	7P-8P	ENT TONITE60 W	:30	\$200.00	08/25-08/25	1	1	1	\$200.00	
	Rating: 2.0											
	20	M	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	08/27-08/27	1	1	1	\$1,200.00	
	Rating: 5.0											
	21	W	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
	Rating: 2.7											
	22	F	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/24-08/24	1	1	1	\$350.00	
	Rating: 2.7											
	23	M	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/27-08/27	1	1	1	\$350.00	
	Rating: 2.7											
	24	W	430A-459A	WAVY NEWS-430A<	:30	\$125.00	08/22-08/22	1	1	1	\$125.00	
	Rating: 2.1											
	25	F	430A-459A	WAVY NEWS-430A<	:30	\$125.00	08/24-08/24	1	1	1	\$125.00	
	Rating: 2.1											

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) RIGELL FOR CONGRESS  
Product SCOTT RIGELL  
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Agency (    ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 128/216/2725  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Report Totals: 17 / \$9,075.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$6,500.00    Sep 12: 4 / \$2,575.00  
Sales Totals: 17 / \$9,075.00  
Station Totals: 17 / \$9,075.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
	WTVZ 2%	WVBT 11%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE